

## **Identity Theft: When Fact Becomes Fiction**

### **10 Ways to Promote NCPW 2005**

Identity theft is a serious crime. People whose identities have been stolen can spend months or years - and their hard-earned money - cleaning up the mess thieves have made of their good name and credit record. In the meantime, victims may lose job opportunities, be refused for loans, education, housing or cars, or even get arrested for crimes they didn't commit.

This year's National Consumer Protection Week aims to educate consumers about the risk of identity theft and empower them with information about how to protect their personal information. There are numerous activities or events your organization can plan to help get these important prevention messages out. For example:

1. Produce your own branded consumer education materials about identity theft or related topics using the free information provided by the Federal Trade Commission at [www.consumer.gov/ncpw](http://www.consumer.gov/ncpw). The Outreach Toolkit provides a sample letter to the editor, press release and newsletter article, as well as quiz to test awareness.
2. Post the NCPW 2005 logo on your organization's web site. Or ask organizations and businesses in your community to post the logo and a link the NCPW Web site.
3. Contact local organizations that are heavily trafficked within the community and ask them to post the NCPW poster and distribute related information. Organizations like libraries, community centers, malls, fitness centers, grocery stores, places of worship, senior centers, hospital waiting rooms, and video and DVD rental stores are good locations.
4. Host a forum, workshop or seminar in your community to talk about the various aspects of identity theft and how they impact a consumer on a daily basis. Collaborations between organizations from the public, private and not-for-profit sectors are very effective.
5. Send the sample newsletter article in the Outreach Toolkit to local organizations and ask them to help you promote and publicize NCPW in their publications.

6. Plan a press conference to announce that your agency is taking part in National Consumer Protection Week. This gives you an opportunity to talk about the educational initiatives that you are implementing as part of NCPW.
7. Contact your local television, radio or cable access station to conduct an interview or roundtable on identity theft.
8. Contact your local radio station and ask them to use the PSA scripts and suggest that local radio personalities record announcements promoting National Consumer Protection Week.
9. Work with local groups of non-native English speakers to translate information into other languages. Seek their help in getting articles on ID theft in foreign language newspapers or putting messages with community resources in local directories.
10. Don't forget to tell your friends, family, colleagues, and other contacts about National Consumer Protection Week. Word of mouth is a very powerful tool!

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